

LOG OF MEETING

DIRECTORATE FOR ENGINEERING SCIENCES

SUBJECT: For A Safer America Coalition--Ad Council Campaign

DATE OF MEETING: May 9, 1994      PLACE: National Consumers League  
815 15th St., N.W.  
Suite 928-N  
Washington, DC

LOG ENTRY SOURCE: Margaret L. Neily, ESME

DATE OF ENTRY: June 22, 1994

COMMISSION ATTENDEES: Margaret L. Neily, ESME

NON-COMMISSION ATTENDEES: See attached minutes.

DISCUSSION: Se attached minutes of the Coalition meeting.



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Minutes  
For A Safer America Coalition  
Monday, May 9, 1994

The meeting was called to order by Alan Benedeck at 11:50 a.m. The meeting was preceded by an informal meeting of the Coalition Advisory Board.

Coalition members present were: Linda F. Golodner, Cleo A. Manuel, Melanie Preloznik (National Consumers League); Pat Nolan (General Federation of Women's Clubs); Sally McDonough and Margaret Suzor (Ad Council); Barbara Barton-Patasce, Kathy Gerstner, Steven Hill and Tom Minnich (US Fire Administration); Shirley Kennedy (American Association of School Administrators), Valerie Gompf (National Highway Traffic Safety Administration), June Million (National Association of Elementary School Principals), Barbara Bailey (Parent Teacher Association), Alan Benedeck (Allstate); Ann Meade Daniel and Tim Oats (Angotti, Thomas, Hedge, Inc.). Advisory committee members present included Sara Yerkes (National Fire Protection Association); and Margaret Neily (Consumer Product Safety Commission).

The agenda was adopted. Introductions were made around the table, and the advisory committee members were recognized.

Benedeck asked McDonough to go over the strategic plan document. Copies were distributed. McDonough explained that the Ad Council met with the ad agency, Angotti, Thomas, Hedge, Inc., and that a number of questions emerged. McDonough asked each member organization to provide: (1) its mission statement, (2) information

on delivery systems, and (3) what each group anticipates its role will be in the campaign. McDonough asked that this information be sent to her, and she would forward materials to Angotti.

McDonough stresses that she wanted this information from members, including advisory members.

The mission statement materials for the coalition explain its overall goal, and do not focus on the fire message. The main message now is fire safety and prevention, especially for children. McDonough explained that this topic was decided upon by the Ad Council because fire is preventable. Also, the U.S. ranks as one of the worst countries in fire prevention.

McDonough asked groups to send statistical or study information to her. Statistics on grades K through 8 would be particularly helpful. This type of information will help the ad agency decide whether to target the message at the child or the parent. McDonough used the drunk driving campaign, which she directs for the Ad Council, as an example of an ad approach targeted at the intervenor, not the drinker.

Benedeck mentioned that we may not find out who gets the coalition's intended message most effectively until the second year of the project.

According to McDonough and Benedeck, no competing public service fire education for children programs exist nationally to their knowledge.

The next discussion topic was other Public Service Campaigns (PSA). FEMA is conducting a campaign on fire featuring Health & Human Services Secretary Donna Shalala. Barton-Patasce mentioned a PSA featuring Housing and Urban Development Secretary Henry Cisneros. Two celebrity fire-safety PSAs, (with Ahmad Rashaad and Kathy Lee Gifford) have expired.

The group discussed (proposed) communication techniques. Angotti will help define the message. Meade-Daniel at Angotti will identify communication avenues and opportunities. Meade-Daniel gave the example of working with SEGA (they are a company that produces/sells video games) if our target is young boys. Meade-Daniel told coalition members that her job was to find new media opportunities.

McDonough said that the coalition needs to decide on communications priorities. She suggested that the coalition could ask a public relations firm to volunteer its services. We should all ask coalition groups what in-kind services are available.

The discussion then turned to how to distribute materials about safety. Should we create a P.O. Box or have an 800-number?

Kennedy with the Association of School Administrators said she thought it was important to have a phone number. Golodner agreed, saying that this is one way to track the success of a campaign. Suzor at the Ad Council reminded members that there was not money in the budget to fund an 800-number, or a "bounce back" card.

Regarding media outreach, McDonough said that, luckily, the market is not as competitive with messages for children as it is with adult messages. She asked coalition members to think about how they would mobilize their "sales force" -- members, affiliates, etc. -- to go to television stations and newspapers, encouraging them to use the PSA. She said that the Ad Council will help steer members when they go out in force.

Coalition members reviewed the budget. Suzor clarified budget costs. The ad agency (Angotti) volunteers most of the work, and the production costs are "bare bones." She said that the coalition gets the most out of its money.

Oats from Angotti said that the agency's original thought was to provide children with information on how to prevent and protect themselves from fire. Now, they want to research what is the most effective way to do this. He asked "what can we teach kids, what will they comprehend, and will they learn how they can intervene?" He suggested doing focus groups with children as well as with parents. Parents are the secondary target.

After a question about focus groups, Meade-Daniel said that they organize groups of children to see their behavior patterns, what motivates and influences them. It is more difficult with children to see what motivates them. That is an important reason to do the focus groups at the front end.

Suzor added that we do not have money to do focus groups after we produce the PSA. Suzor said the coalition would like to, but the money drives what we can do.

Meade-Daniel explained that children are more reactive, so pre-testing is important and beneficial.

McDonough reiterated that information from coalition members about what did and did not work in the past would be most helpful.

Yerkes mentioned that her organization, NFPA, has been around since 1896, has given PSA information for children under the age of 5 to Angotti. Barton-Patasce at USFA added that she had information on a Spanish campaign designed for school age children.

Benedeck mentioned recent cases of fire. There have already been 34 fire deaths in Baltimore this year. Benedeck showed a story from the *Chicago Daily Herald*. The paper ran a series on fire.

To finalize the discussion on the strategic plan document, McDonough reiterated her need for (1) ideas about delivery systems,

(2) coalition member mission statements and history, and (3) research, findings. All these materials should be given to the Ad Council.

Neily asked about whether we were revising our target date of fire prevention week. She said that since fire prevention week is so competitive, the coalition may want to wait until the holidays (Christmas and New Years) to release its fire prevention message.

Suzor agreed, and said it was nice to know that we have the option of missing our first date.

Referring to the list of fire hazards, Neily asked how we will set priorities. McDonough said that this would be tested, and that the coalition would get information from FEMA on the top 10 hazards. The Agency will come back with a set of questions, to help set priorities. Oats and Meade-Daniel from Angotti agreed that this is how they will set priorities.

McDonough said that the advisory committee members are experts on fire and that they will determine message priorities.

Benedeck said that ultimately the decision will be a consensus of the coalition. Then, the Ad Council Review Committee has to give its approval.

Suzor stressed that the Ad Council is only as strong as its credibility. The Council believes experts on fire and members of the advisory committee know the issue, and the CRC knows message delivery. Suzor added that the best ads are simple ads.

The next agenda topic was identifying delivery systems. McDonough asked each member to look at how his or her organization can deliver the message. As coalition members see the campaign evolve, each will be better able to judge what their individual organization has to offer to the campaign. At a future meeting, the

coalition can get a better idea of how it will work in local communities.

Suzor mentioned finding other companies to participate in the campaign. First Alert, a maker of fire alarms, was mentioned as an example.

The final agenda topic was miscellaneous items, including finding other funders. Benedeck asked groups to think about how else the coalition can approach for money.

Benedeck said it was good to see the budget to understand where all the money goes. Golodner asked if the agency could be more specific with the budget for 95 and 96. Suzor said that since production will be continuous, the budgets will be similar for both years. Suzor added that she thinks the coalition should be able to obtain funds from children's foundations. Foundations would prefer line item budgets.

Benedeck suggested that coalition members approach corporate groups with product lines for children. He gave General Mills, Coke, Pepsi, Sears and JC Penney as examples.

Neily mentioned that she recently saw paper towels printed with recipes for kids. Suzor suggested including inserts in company mailings, packets and materials. She told members to think about this and give their ideas to the coalition at the June meeting. Benedeck pointed out that corporations are putting their budgets together now, so it is important to contact them soon.

McDonough closed the meeting, adding that the next CRC meeting is June 20. The meeting was adjourned at 2:30 p.m.

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## **ADDENDUM**

### **Number of Chapters, Affiliates or Coalition Members**

#### **FOR A SAFER AMERICA**

*The coalition is composed of non-profit groups, government agencies, and one for profit corporation. All members have systems to deliver information to thousands of Americans. U.S. Fire Administration and National Consumers League are grassroots groups, with a combined membership of over one-half million Americans. Others have thousands of local chapters.*

*Other members are:*

**U.S. Fire Administration** is a division of the Federal Emergency Management Agency, which is a government agency. Works with local fire officials throughout the country and issues grants to 21 states and the District of Columbia to fund local fire prevention education projects. The U.S. Fire Administration has nearly 20 years experience working on national fire safety campaigns and is linked with the 33,000 local fire departments located across the nation. National Consumers League, a grassroots membership organization, has members in every state and works with public interest and consumer organizations throughout the United States and in other countries. General Federation of Women's Clubs International represents approximately 8,500 clubs active in communities throughout the United States, including the District of Columbia and Puerto Rico.

**National Highway Traffic Safety Administration** is a division of the U.S. Department of Transportation and has 10 regional offices located across the United States.

**Parent Teachers Association (PTA)** is the largest child advocacy association in the nation. The National PTA has a membership of 6.8 million and has 27,000 local units in 50 states.

**National Consumers League**, a grassroots membership organization, has members in every state and works with public interest and consumer organizations throughout the United States and in other countries.

**General Federation of Women's Clubs International** represents approximately 8,500 clubs active in communities throughout the United States, including the District of Columbia and Puerto Rico.



**American Association of School Administrators (AASA)** *believes that the public interest requires that high quality education be available to all students. Support is for activities which focus on the future of education with particular emphasis on the profession of education administration. American Association of School Administrators (AASA) believes that the public interest requires that high quality education be available to all students. Support is for activities which focus on the future of education with particular emphasis on the profession of education administration.*

**National Association of Elementary School Principals (NAESP)** *has a membership of 1,800 school superintendents and 37,000 school principals.*